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LABOR AVAILABILITY  
AND  
RELATED INFORMATION  
FOR  
SOUTH CAROLINA'S  
NORTHEASTERN COASTAL AREA

MARCH, 1970

Employment

S. C.

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LABOR AVAILABILITY  
AND  
RELATED INFORMATION  
FOR  
SOUTH CAROLINA'S  
NORTHEASTERN COASTAL AREA

Prepared  
by  
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South Carolina State Development Board

MARCH, 1970

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## PREFACE

The availability of trainable labor continues to be a major attraction to the northeastern coastal region of South Carolina. The decline in agriculture throughout this section of the state has resulted in a constant flow of new entries into the labor market.

The attractiveness of South Carolina's coastal area and its reservoir of people...people of native excellence...trainable and anxious to work, are playing a dominant role in the transition from an agrarian society to one of greater industrial importance.

The reserve of manpower in the prime working ages immediately available to new and expanding industries invites further development.

The new modern Technical Education Center, located at Conway, with its job-oriented curriculums, reflecting area employers' preferences, is not only producing technicians and craftsmen to meet today's requirements but is helping assure an occupationally-balanced labor force for the future.

The residents of the coastal plains area recognize that the complete dominance of agriculture belongs to the past. They look enthusiastically to business and industry as the key to their economic future.

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LABOR AVAILABILITY REPORTSOUTH CAROLINA'S NORTHEAST COASTAL REGIONPopulation and  
Labor Market Area

This report is an analysis of the labor market and potential labor market within a fifty (50) mile radius of Myrtle Beach, South Carolina, which is located in Horry County in the north-eastern coastal section of the state. Included in the 50-mile radius are Horry and Georgetown Counties and portions of Marion, Williamsburg, Florence and Dillon counties. Residents of these counties make up the labor-draw area serving Myrtle Beach. Portions of Brunswick and Columbus counties in North Carolina fall within the radius but are not included in this report since current data is not immediately available. Residents of these counties are, however, a source of workers to the Myrtle Beach area. Also, the demographic and characteristic traits of these people are assumed to be similar to their South Carolinian neighbors.

The estimated resident population within the 50-mile radius of Myrtle Beach is 200,831. During the last decade this area has experienced a 6.5% growth. Projected population figures indicate the overall area will experience about the same rate of growth during the next decade. A breakdown of population by counties used in this report is as follows <sup>1/</sup>:

<sup>1/</sup> Division of Statistical Research, State Auditor's Office, 4/69.

<u>COUNTY</u>	<u>TOTAL POPULATION</u>	<u>PER CENT PARTICIPATION</u>	<u>AREA POPULATION</u>
Horry	74,000	100%	74,000
Georgetown	34,900	100%	39,400
Marion	32,300	90%	29,070
Williamsburg	39,400	50%	19,700
Florence	96,100	33%	32,001
Dillon	33,300	20%	<u>6,660</u>
			200,831

The labor participation rate by county ranges from 32.2% to 36.3% excluding Horry County where employment is primarily seasonal. The labor participation rate for the entire area is far below the national average (41.6%); reflecting the lack of job opportunities in this section of the state <sup>2/</sup>.

#### Work Force

South Carolina's work force is relatively "young"; of the 200,831 persons residing in the 50-mile radius to Myrtle Beach, 76,640 or 38% are in the prime working age group, 20-54. In Horry County, the center of the labor market area, the white population out numbers the non-whites by about 3 to 1. In the prime working age group of 20 - 54 due to out-migration of male negroes, the ratio of whites to non-whites is about 4 to 1. <sup>3/</sup>

#### Population Density

County maps showing population density by family place of residence are included. These maps developed in 1970 are important in locating sources of workers and as an aid to recruiting. See Exhibits Number 1, 2, 3 and 4.

<sup>2/</sup> Handbook of Labor Statistics, 1969, U. S. Dept. of Labor.

<sup>3/</sup> Research Division, S. C. State Development Board, 1969

Another prime source of recruitable labor for new industry are those who are working but are considered underemployed. The number of persons considered "underemployed" is substantiated by gross annual earnings reported for a sampling of 46,749 residents in the five-county area which revealed the following:

81% or 37,829	report earnings of \$5,000 per year or <u>less</u>
70.8% or 33,117	" " " \$4,000 " " " "
56.3% or 26,378	" " " \$3,000 " " " "
40.8% or 19,092	" " " \$2,000 " " " "
20.2% or 9,449	" " " \$500 to \$1,000 per year or <u>less</u>

NOTE: Number of persons are cumulative.

Based upon a normal 2,080 hour work year, 33,117 or 70.8% of the sampling, are earning \$1.92 or less per hour (\$4,000 per annum). This group would appear to be a prime source of recruitable workers to any industry offering full-time employment with more rewarding earnings opportunities.

One or more of the counties included in the aforementioned labor-draw area have been listed as "Areas of Substantial Unemployment" by the U. S. Dept. of Labor. To be classified as such an area, unemployment during the most recent calendar year must have averaged 6% or more of the work force. This persistent high level unemployment rate is another indicator of the need for jobs and the availability of workers <sup>4/</sup>.

<sup>4/</sup> Area Trends in Employment and Unemployment, Feb., 1970  
U. S. Dept. of Labor, Manpower Administration.

Commuting

The general lack of job opportunities has caused a sizable number of residents of this area to seek work considerable distances from home. People are willing and accustomed to commuting many miles to work. Many more workers would be expected to enter the labor market if new job opportunities offering steady work with attractive wages would open closer-to-home.

Employment Levels

Employment levels in the area are reported to be stabilized. Several reductions in force have recently taken place adding to the already attractive reserve of workers. Employers report walk-in traffic has more than met their employment needs. Some have built up a sizable file of qualified applicants. Most employers have enjoyed a better than average selection ratio in staffing their plants relying entirely upon walk-in traffic. Each year several hundreds of young people are being graduated from local high schools, swelling the number of job seekers annually.

Employment Outlook

With the closed-door future of agriculture and the lack of job opportunities in this section of the state, county and state lines form no boundaries or barriers to job seekers. New and expanding industry locating in this section of the state today can expect to benefit by this most attractive labor force for years to come.

Technical Education Centers

The Florence-Darlington Technical Education Center located in Florence, and the Horry-Georgetown Technical Education Center near Conway, are providing job related educational opportunities



for hundreds of residents in Dillon, Florence, Georgetown, Horry, Marion, and Williamsburg counties. The occupational-oriented courses offered are geared to the needs of industry and business. Graduates of the school help assure a continual flow of craftsmen and technicians into the area's labor market. In addition to training technicians and craftsmen, the TEC Centers provide upgrading and updating opportunities in their evening programs for those already employed. The Horry-Georgetown Technical Center, one of twelve such centers throughout the state, is located a few miles west of Myrtle Beach and offers 16 curriculums with two more to be added this fall. The current enrollment is 637 students, 350 full-time and 387 part-time. Upon completion of the construction work now in progress, this \$4,999,112.00 facility will expand its capacity to enroll additional students toward the end of this year. This center, with its personnel and facilities, is available and ready to meet all the training needs of a new or existing industry. If necessary, the entire facility of the Horry-Georgetown Technical Education Center would be devoted to a new industry's training requirements. See Exhibit Number 5.

#### Special Schools

South Carolina's Special Schools Program, a major activity of the State Committee for Technical Education, recruits and trains individuals for specific assignments with new and expanding industries. Staff engineers analyze the skill levels needed, as well as over-all job classifications. Lead time schedules are

developed and training programs designed to allow personnel to enter the training cycle at the appropriate time so they can enter production when the plant is ready.

#### University of South Carolina, Coastal Branch

The Coastal Branch of the University of South Carolina is located at Conway. This new facility offers a two year university level program for area students. Those wishing to continue their studies toward a baccalaureate degree can select programs permitting the transfer of credits to the University of South Carolina in Columbia. In addition to the TEC Center and the University Branch there are also a number of other institutions of higher education within 65 miles of the Conway area.

#### Adult Education

As part of the public school program in Horry County, all efforts have been intensified to involve more adults in educational upgrading. In the seven adult basic education centers, 180 adults are presently enrolled, and 542 are working toward their high school diplomas in the seven high school completion centers.

During the past three years, 329 people have obtained their 8th grade certificates, 44 high school equivalency certificates, and 227 their high school diplomas <sup>5/</sup>.

Presently underway is an intensive recruiting program by the local School District, which is using lay people to interest and motivate individuals to continue and upgrade their education. In this connection, much assistance in this effort is presently exerted by members of the Conway and Myrtle Beach Jaycee Clubs for direct recruitment for adult education.

<sup>5/</sup> S. C. Office of Adult Education, 1970.

Williamsburg Regional Manpower Center

Scheduled to be completed in time for a late 1970 enrollment, the Williamsburg Regional Manpower Center is now under construction on a forty acre site in Kingstree near the Williamsburg County Hospital. The more than two million dollar project will not only be a vocational training center for high school graduates, but also a center which will provide special courses to train people for employment. See Exhibit Number 5.

The Center will be the first of its kind - - a facility to teach illiterate adults vocational and vocational-related training and technical education for high school students and adults. The comprehensive program will meet the needs of all the people rather than just one group.

Programs will be varied to meet the needs of industry and the interests, aptitudes and abilities of the students. A new technique will also be applied. High school students who choose vocational or technical careers will get all of their training, at the 11th and 12th grade level, at the Manpower Center.

When complete, the county branch of the South Carolina Employment Commission will be located in the center.

Housing and Livability

The Grand Strand consists of fourteen uniquely different but closely related communities joined together to form a vacation experience unequaled any other place in the world. It is known as the place "Where the seasons change but the sun always shines".

It is one of the nation's top localities in number of annual sunshine hours. Prevailing ocean breezes from the Gulf Stream mean cooler summer temperatures and warmer winter weather, as compared with inland areas. A variety in climate comes through gradual changes in temperatures, which run from a low average of 54.1 in January to a high of 83 in August.

Unlike most beach resorts, the Grand Strand is a close-knit, well established community of nearly thirty thousand permanent residents who are pursuing the everyday life normal to a growing business community.

Myrtle Beach and the Grand Strand offer an excellent selection of residential properties and other real estate to fit varying requirements. With the possible exception of some areas in Florida, Myrtle Beach offers the finest facilities and housing accommodations anywhere in the southeast. At the present time there are about 3,000 privately owned houses and 1,000 buildings with 25,000 rental units in Myrtle Beach. In addition, there are 17,500 permanent residents living outside the corporate limits, and about 13,000 rental units in other areas of the Grand Strand. For those who prefer to camp, there are commercial campgrounds in the Grand Strand area, making available over 7,000 camp sites.

There are 10 miles of free public beaches within the Myrtle Beach city limits and a total of 35 miles of free public beaches within the entire Grand Strand. Absence of rivers, shipping and pollution

means the cleanest water on the Atlantic coast. The Strand is one-eighth mile wide at low tide. Within the Gulf Stream only 35 miles away, ocean swimming is enjoyed from April to November.

An important part of this community is the Myrtle Beach Air Force Base, the home of the 113th Tactical Fighter Wing, and of more than 3,000 military personnel.

Source: Greater Myrtle Beach Chamber of Commerce.

LOCAL EMPLOYMENT SECURITY COMMISSION OFFICES

SERVING THE AREA

CONWAY, S. C.

201 Laurel Street  
Brantley E. Richardson, Manager

The Conway E. S. C. office serves all of Horry County. There is an itinerant office located at Myrtle Beach handling placement work during the summer months and unemployment compensation claims during the winter season. The services provided by the itinerant office reflect the seasonal nature of the work in the Myrtle Beach area.

Current registration at last report showed 755 registered for work; 929 claims for unemployment compensation. The current unemployment rate is 6.3% of the registered work force.

The Manager, Brantley Richardson, estimates that between 1,200 and 1,500 trainable production workers are immediately available and interested in steady work in the Conway - Myrtle Beach areas. More than half of the above number are women.

GEORGETOWN, S. C.

117 Screven Street  
John C. Blount, Manager

This office serves the entire Georgetown County. At present there are 425 registered for work. John C. Blount, Manager, estimates about 1,100 persons are immediately available for work throughout the area. Of this total about 600 are women. Mr. Blount also pointed out that over 2,500 persons responded to a labor survey conducted in the county in January of this year. Many of these people were working but indicated their interest in making a change if steady work and more rewarding job opportunities were available.

## MARION, S. C.

222 N. Academy Street  
William H. Lybrand, Manager

The E. S. C. office in Marion, S. C. serves both Marion and Dillon Counties. The itinerant office is located in Dillon, S. C. and handles both placement and claims for residents of the county. At present there are 559 persons registered in Marion of which 356 are female. The Dillon office has 193 registrants of which 66 are female. According to the Manager, the 30-day validity period has reduced the files by approximately one-half. In addition, the number of registrants each month during the past year ranged from 900 to 1,300, reflecting the seasonal nature of many of the jobs in the area. It was further stated that they have a tremendous inactive file with upward to 10,000 registrants. A conservative estimate of the number immediately available would be 1,200 to 1,300 persons.

The current unemployment rate is 9.2%. They are handling some 1,100 unemployment compensation claims per week.

## FLORENCE, S. C.

221 Warley Street  
B. N. Cothran, Manager

The Florence office of the E. S. C. serves both Florence and Williamsburg Counties. An itinerant office located in Kingstree serves Williamsburg County. The Florence local office using a 30-day validity period reports 800 current registrants on file. Previously they had been using a 60-day validity period during which time they averaged between 1,200 and 1,500 registrants per month.

The estimated potential labor supply in a 15-mile radius of Florence is reported to be 2,500. Of this total, 1620 are males and 880 females. Within a 30-mile radius the potential labor supply is reported to be 8,410. The number of males is reported to be 5,420.

The Manager stated that an announcement of a new plant facility would bring in between 3,500 and 4,000 applicants within a week.

The exact number of persons registered with the itinerant office in Kingstree was not available; however, it is estimated to be less than 200. Because of the lack of jobs in the county, the number of underemployed and underutilized was said to be 1,990.

See Exhibit Number 6.

MANUFACTURING JOBS IN THE HORRY - GEORGETOWN AREA

(as of January 15, 1970)

	(as of January 15, 1970)	Range of Wages Per Hour	Area Weighted Average
<u>Occupation or Job Title</u>			
<u>SHOP</u>			
Assembler (Simple)	<u>1.60</u>	<u>2.19</u>	<u>1.82</u>
Crewleader or Leadman	<u>1.70</u>	<u>4.03</u>	<u>2.40</u>
Drill Press Operator (Class A)	<u>2.00</u>	<u>3.76</u>	<u>2.92</u>
Electrician, Maintenance	<u>1.90</u>	<u>4.24</u>	<u>3.74</u>
General Machine Operator	<u>1.60</u>	<u>2.81</u>	<u>2.06</u>
Grinder, External & Internal	<u>1.60</u>	<u>2.55</u>	<u>2.22</u>
Helper, Maintenance	<u>1.68</u>	<u>3.45</u>	<u>3.16</u>
Inspector (Class A)	<u>1.60</u>	<u>3.75</u>	<u>2.16</u>
Inspector (Class B)	<u>1.60</u>	<u>2.70</u>	<u>2.04</u>
Janitor	<u>1.60</u>	<u>2.835</u>	<u>1.97</u>
Lathe Operator, Engine (Class A)	<u>2.40</u>	<u>2.50</u>	<u>2.45</u>
Lathe Operator, Turret (Class A)	<u>2.50</u>	<u>3.14</u>	<u>3.19</u>
Machinist (1st Class)	<u>2.50</u>	<u>4.195</u>	<u>3.73</u>
Machinist (2nd Class)	<u>2.00</u>	<u>3.25</u>	<u>2.88</u>
Maintenance Man, General	<u>1.80</u>	<u>3.05</u>	<u>2.60</u>
Material Handler, Trucker	<u>1.70</u>	<u>3.03</u>	<u>2.63</u>
Milling Machine Operator (Class A)	<u>2.40</u>	<u>3.25</u>	<u>3.02</u>
Packer	<u>1.65</u>	<u>2.00</u>	<u>1.76</u>
Plater	<u>1.76</u>	<u>2.06</u>	<u>2.05</u>
Plater's Helper	<u>1.70</u>	<u>1.95</u>	<u>1.90</u>
Punch Press Operator (Class A)	<u>1.60</u>	<u>2.55</u>	<u>2.00</u>
Setup Man, Machine Tools	<u>1.70</u>	<u>2.40</u>	<u>2.33</u>
Shipping & Receiving	<u>1.70</u>	<u>3.25</u>	<u>2.12</u>

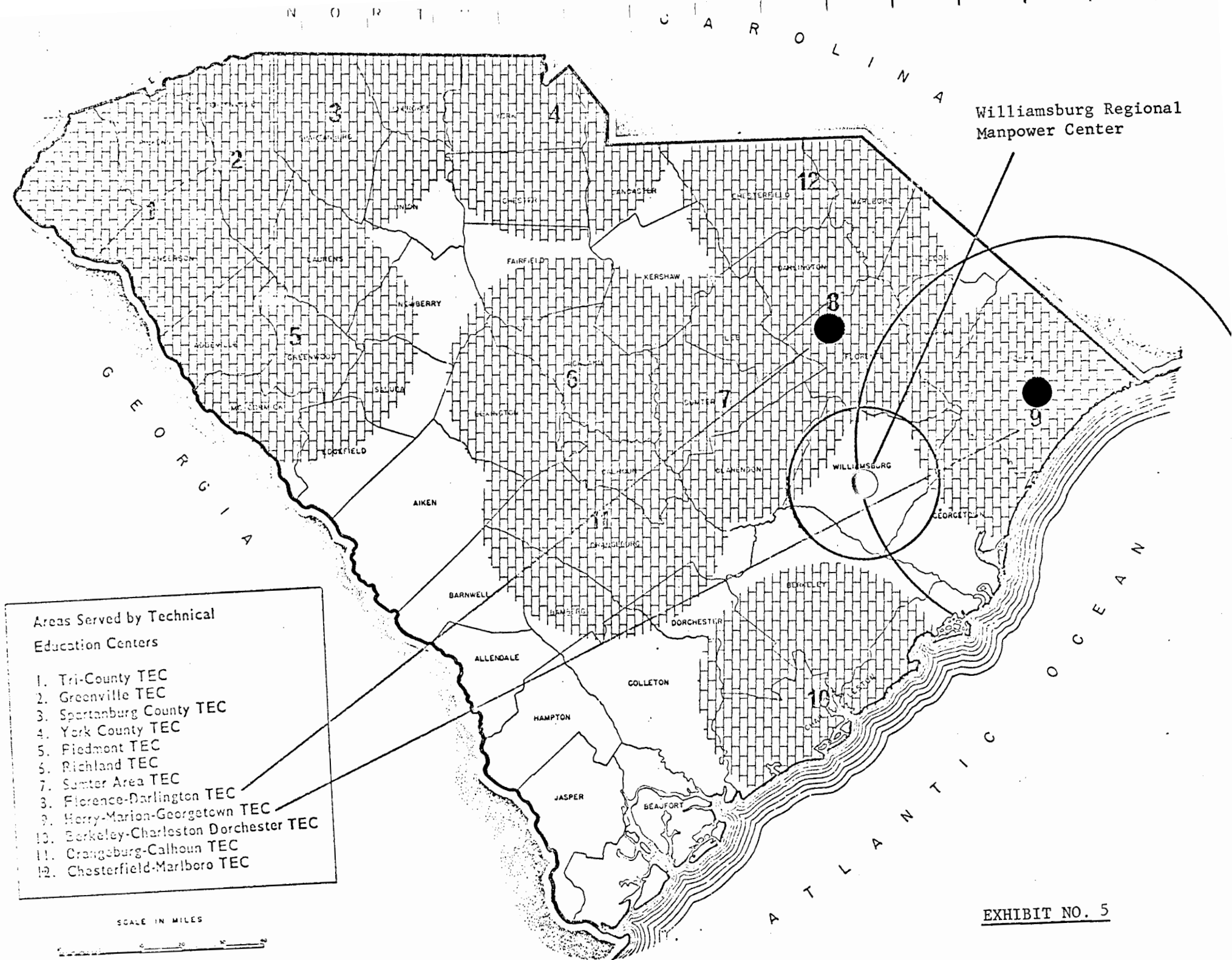


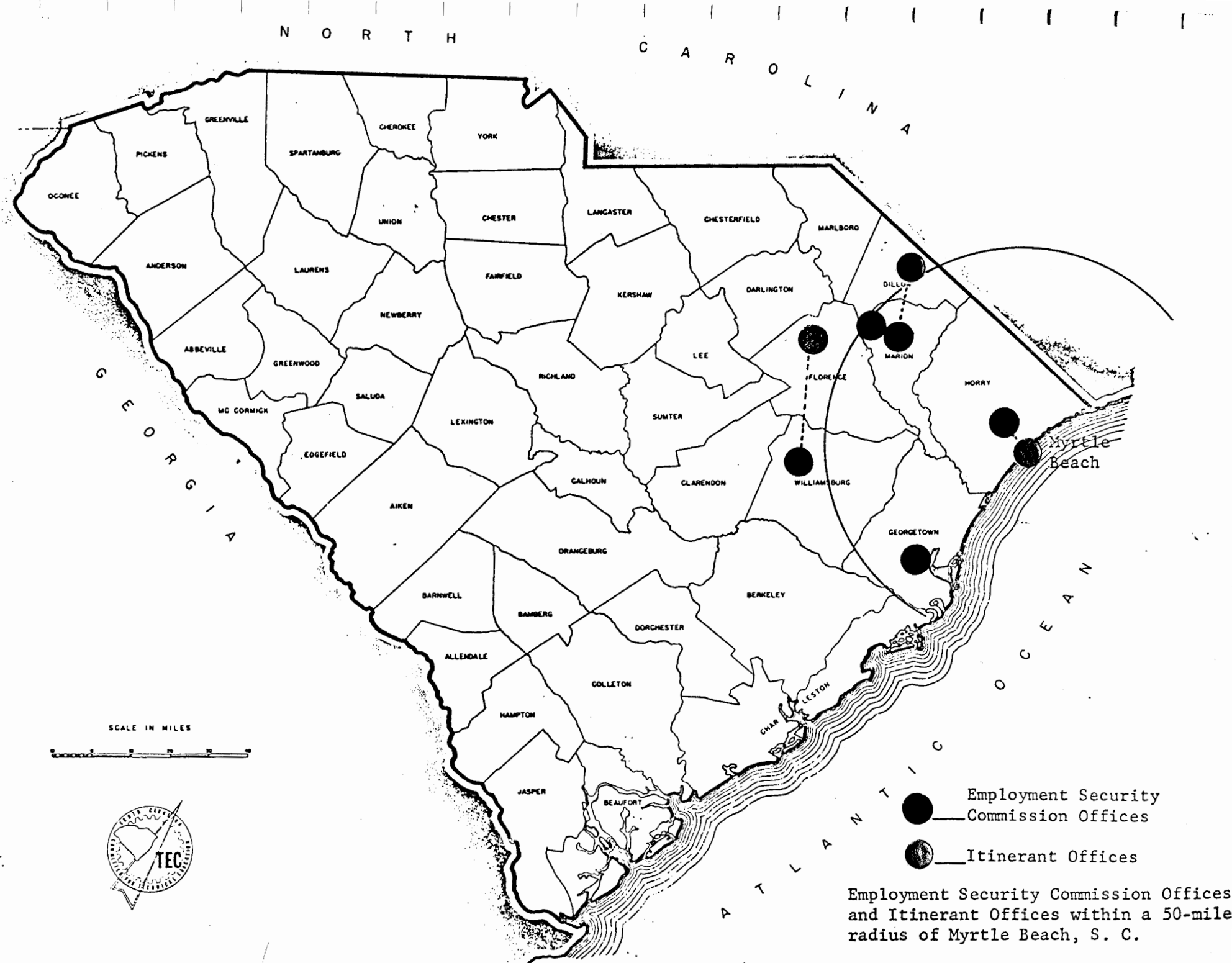
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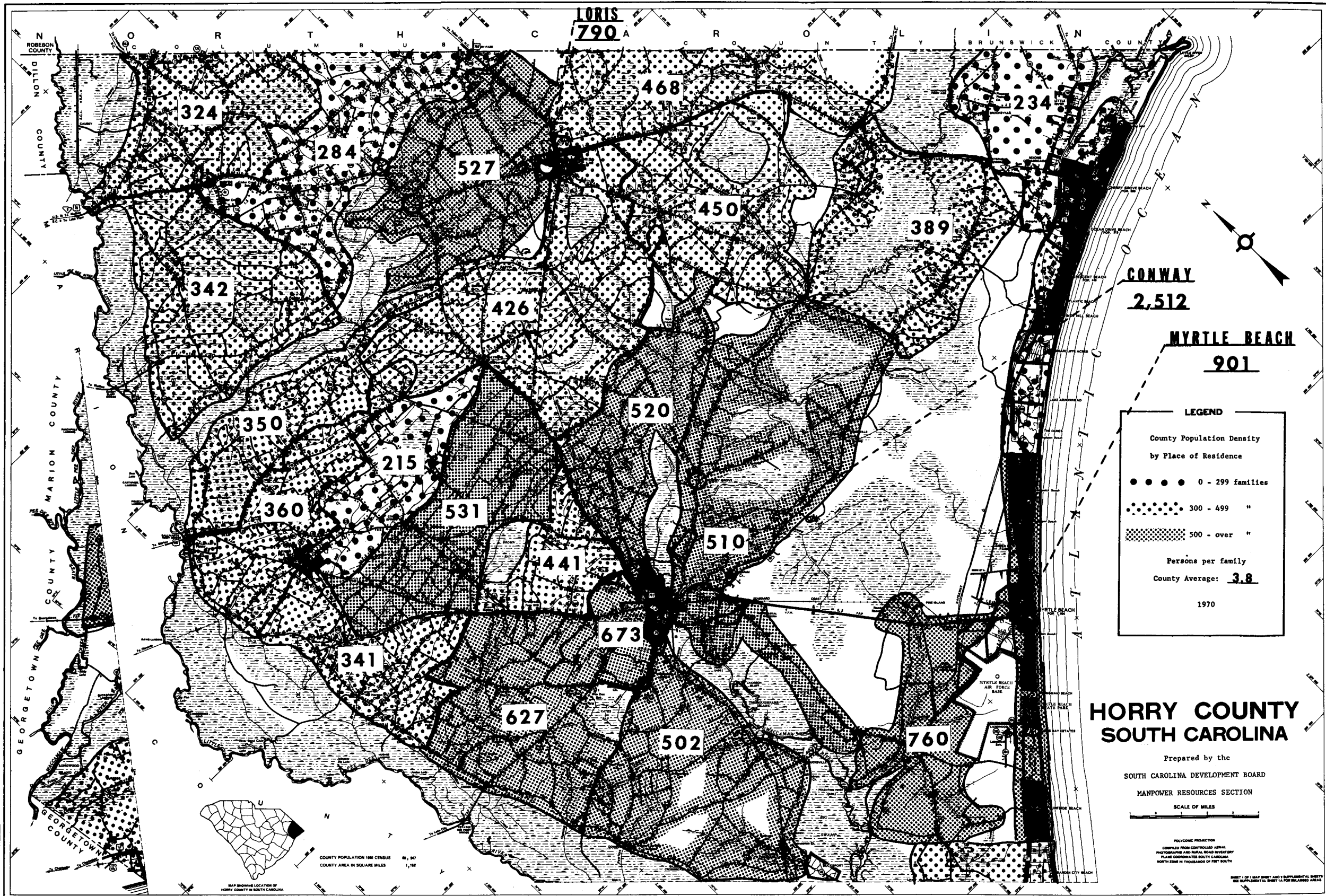
<u>Occupation or Job Title</u>	<u>Range of Wages Per Hour</u>		<u>Area Weighted Average</u>
Spray Painter	<u>1.60</u>	<u>3.25</u>	<u>2.24</u>
Timekeeping Clerk	<u>2.00</u>	<u>3.25</u>	<u>2.61</u>
Tool Crib Attendant	<u>1.70</u>	<u>2.81</u>	<u>2.61</u>
Tool, Die or Gauge Maker (Class A)	<u>3.50</u>	<u>4.15</u>	<u>3.84</u>
Tool, Die or Gauge Maker (Class B)	<u>2.80</u>	<u>3.20</u>	<u>3.00</u>
Watchman, Guard	<u>2.00</u>	<u>3.12</u>	<u>3.04</u>
Welder Arc, Gas or Heliarc (Class A)	<u>2.00</u>	<u>4.195</u>	<u>3.37</u>

OFFICE

Accounting Clerk	<u>1.65</u>	<u>3.43</u>	<u>2.81</u>
Bookkeeping Machine Operator	<u>1.65</u>	<u>2.00</u>	<u>1.84</u>
Clerk, Typist	<u>2.09</u>	<u>3.12</u>	<u>2.68</u>
Clerk, Cost	<u>2.50</u>	<u>4.15</u>	<u>3.30</u>
Clerk, General Office	<u>1.60</u>	<u>3.21</u>	<u>2.25</u>
Clerk, Payroll	<u>1.80</u>	<u>3.77</u>	<u>2.83</u>
Draftsman, Detail	<u>3.41</u>	<u>4.80</u>	<u>3.92</u>
Draftsman, Layout	<u>3.21</u>	<u>4.25</u>	<u>3.57</u>
Key Punch Operator	<u>1.73</u>	<u>3.12</u>	<u>2.81</u>
Nurse	<u>2.70</u>	<u>3.77</u>	<u>3.57</u>
Secretary I	<u>1.65</u>	<u>3.77</u>	<u>3.10</u>
Secretary II	<u>1.60</u>	<u>3.43</u>	<u>2.75</u>
Stenographer	<u>2.75</u>	<u>3.25</u>	<u>3.05</u>
Switchboard Operator - Receptionist	<u>1.60</u>	<u>3.121</u>	<u>2.42</u>







**LEGEND**

County Population Density  
by Place of Residence

• • • • • 0 - 299 families  
• • • • • 300 - 499 "  
• • • • • 500 - over "

Persons per family  
County Average: 3.8  
1970

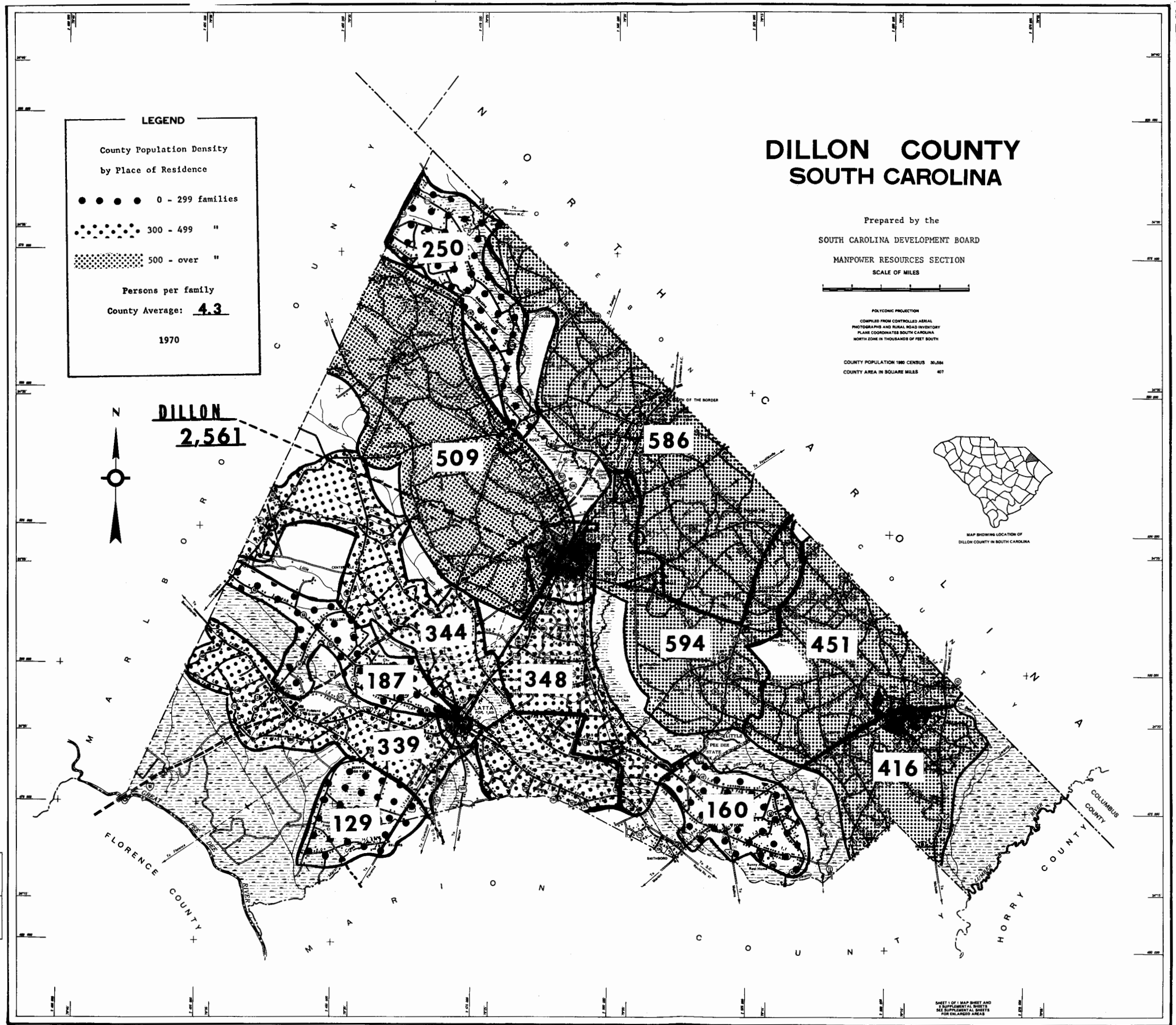
# **HORRY COUNTY SOUTH CAROLINA**

Prepared by the  
SOUTH CAROLINA DEVELOPMENT BOARD  
MANPOWER RESOURCES SECTION

SCALE OF MILES  
0 1 2 3 4 5

POLYCONIC PROJECTION  
COMPILED FROM CONTROLLED AERIAL  
PHOTOGRAPHY AND GROUND SURVEY  
PLANE COORDINATES SOUTH CAROLINA  
NORTH ZONE IN THOUSANDS OF FEET SOUTH

SHEET 1 OF 1 MAP SHEET AND 2 SUPPLEMENTAL SHEETS  
SEE SUPPLEMENTAL SHEET 1A FOR UNLASED AREAS



**DILLON**  
**2,561**

# DILLON COUNTY SOUTH CAROLINA

Prepared by the  
SOUTH CAROLINA DEVELOPMENT BOARD  
MANPOWER RESOURCES SECTION  
SCALE OF MILES

POLYCONIC PROJECTION  
COMPILED FROM CONTROLLED AERIAL  
PHOTOGRAPHS AND RURAL ROAD INVENTORY  
PLANE COORDINATES SOUTH CAROLINA  
NORTH ZONE IN THOUSANDS OF FEET SOUTH

COUNTY POPULATION 1980 CENSUS 36,586  
COUNTY AREA IN SQUARE MILES 407

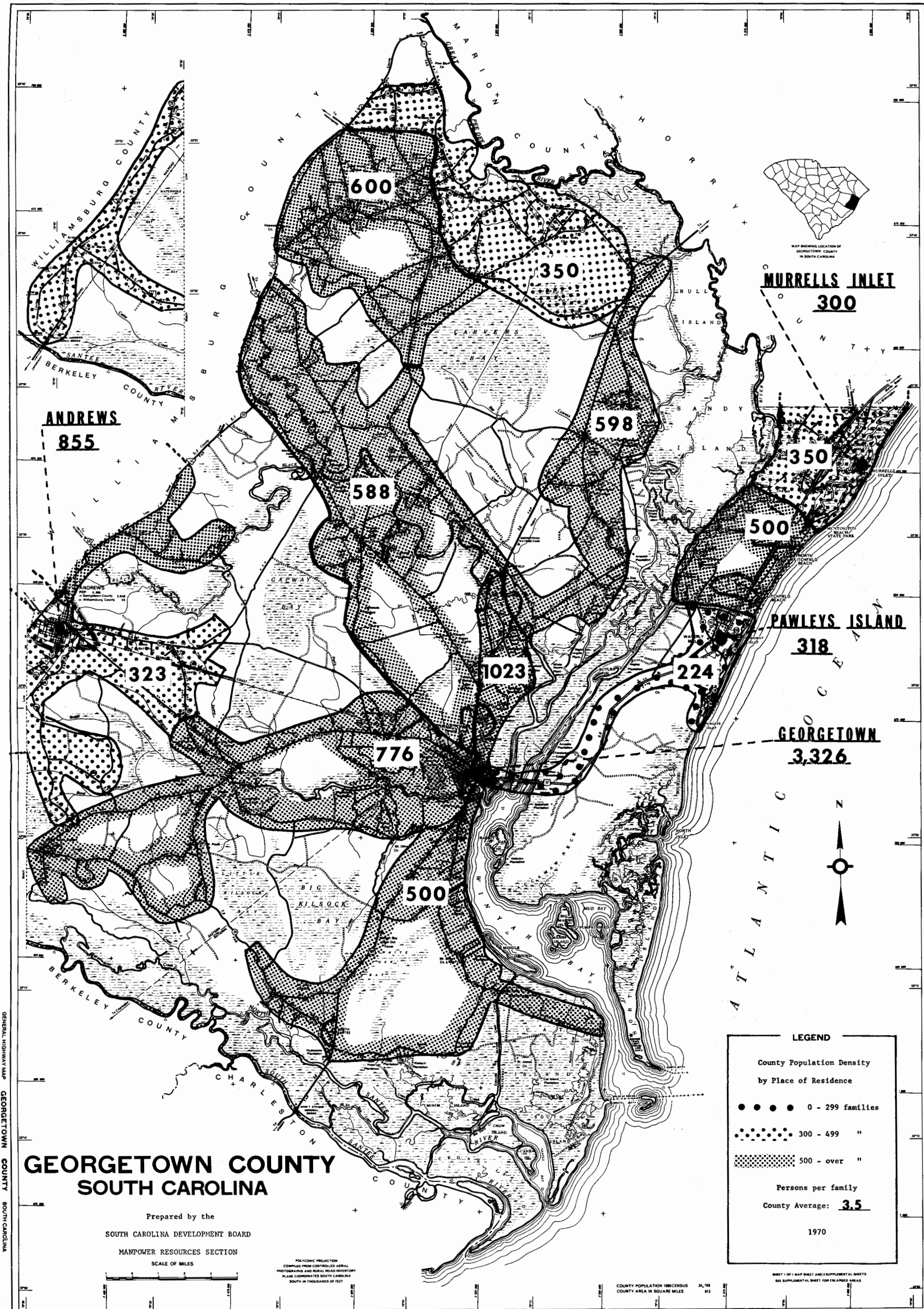


MAP SHOWING LOCATION OF  
DILLON COUNTY IN SOUTH CAROLINA

COUNTY	DILLON
STATE	SOUTH CAROLINA
DATE	JAN. 1, 1974
BY	MANPOWER RESOURCES SECTION



COUNTY	POPULATION	POP. DENSITY
ANDREWS	855	
BULL	300	
CHARLESTON	3,326	
GEORGETOWN	3,326	
MURRELLS INLET	300	
PAWLEYS ISLAND	318	
SANDY ISLAND	500	
WILLIAMSBURG	855	



COMPLETED	OCTOBER 1, 1966
REVISED	
STATE SYSTEM	COUNTY SYSTEM
MAY 1, 1956	JAN. 1, 1958
FEB. 1, 1958	JAN. 1, 1957
JUNY 1, 1958	JAN. 1, 1959

